**Mobile Devices Get More Consumer Attention -- And Money**

Global consumers spent an average of five hours a day using mobile devices in 2023, up 6% over 2022, data.ai's "State of Mobile" shows. In-app spending increased from $57.58 billion in 2022 to $64.08 billion in 2023, with social media and entertainment inspiring the most purchases and TikTok breaking app records by reaching a lifetime total of $10 billion.

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[*https://www.socialmediatoday.com/news/new-report-looks-key-app-usage-trends-including-the-rise-of-ai-tiktok/704243/*](https://www.socialmediatoday.com/news/new-report-looks-key-app-usage-trends-including-the-rise-of-ai-tiktok/704243/)